

Rep Order# 7889415 Ver# 13 Status Revised
EC'd Yes

Traffic Order# 932008

Printed: 08/02/2012 11:06 AM
Last Received: 08/02/2012 10:56 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station	KMBC-TV KANSAS CITY
Advertiser	() BRUNNER, JOHN
Product	BRUNNER/SEN/R
Estimate#	159
Buyer	Cheryl Mulhall
Phone#	
Fax#	

Agency () SRCP MEDIA
201 NORTH UNION ST, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 5/7/159
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW

Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

HI SUSAN! PLS NOTE CANX IN LNS 2,11,13,15,35 (PER PE EMAILS)
AND ADDS IN LNS 41-42. NOTE: I TOUCHED LINE 34 IN ERROR -
NOTHING CHANGES ON THAT LINE. NEW TT 28780.
T/R MEREDITH

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*2	TU-F	530A-6A	FIRST NEWS @ 5:30	:30	\$175.00	07/31-08/03	3	1	3	\$525.00	
Rating: 3.2												
Sales Remark: V13 1X CANX												
V13 Comment Changed, Spots/week Changed												
	*11	TU-F	1135P-1205A	NIGHTLINE	:30	\$75.00	07/31-08/03	2	1	2	\$150.00	
Rating: 2.5												
Sales Remark: V13 2X CANX												
V13 Comment Changed, Spots/week Changed												
	*13	SA	6A-7A	GMA SATURDAY	:30	\$125.00	08/04-08/04	0	0	0	\$0.00	
Rating: 2.8												
Sales Remark: V13 CANX												
V13 Comment Changed, Spots/week Changed												
	*15	SA	5P-530P	9 NEWS @ 5 SATURDAY	:30	\$100.00	08/04-08/04	0	0	0	\$0.00	
Rating: 3.1												
Sales Remark: V13 CANX												
V13 Comment Changed, Spots/week Changed												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*34	SA	5P-530P	SA 5P NEWS	:30	\$200.00	08/04-08/04	1	1	1	\$200.00	
				Sales Remark: V13 .								
				V13 Comment Changed, Spots/week Changed								
	*35	SA	7A-9A	SA 7A NEWS	:30	\$125.00	08/04-08/04	0	0	0	\$0.00	
				Sales Remark: V13 CANX								
				V13 Comment Changed, Spots/week Changed								
	*41	SA	7A-9A	SA 7A NEWS	:30	\$175.00	08/04-08/04	2	1	2	\$350.00	
				Sales Remark: V13 ADD								
				V13 Added								
	*42	SA	1030P-11P	SA 2.5 MEN	:30	\$350.00	08/04-08/04	1	1	1	\$350.00	
				Sales Remark: V13 ADD								
				V13 Added								

---REPORT TOTALS---

Report Totals: 9 / \$1,575.00

---SALES MONTHLY TOTALS---

Aug 12: 72 / \$28,780.00

Sales Totals: 72 / \$28,780.00

Station Totals: 72 / \$28,780.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$115,120	CABL	0%	CBLA	0%	INTA	0%	KCTV	0%	KCWE	0%
		KMBC	25%	KMCI	0%	KPXE	0%	KSHB	0%	KSMO	0%
		UNKN	75%	WDAF	0%						

Books null
Demos RA35+

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